



**MOUNTAIN
VIEW POWER**

POWERING YOUR COMMUNITY

BRAND GUIDELINES

AUGUST 2025

Mountain View Power — Brand Guide

Brand Essence

Mountain View Power (MVP) is more than an energy provider — it is a community builder. Locally owned and operated, MVP invests profits back into Olds and Mountain View County, supporting projects that make our community stronger, more connected, and full of opportunity.

Our brand reflects optimism, local strength, and the power of working together.

The MVP logo combines:

- A stylized lightbulb — representing energy, innovation, and bright ideas.
 - Flowing arcs — suggesting movement, growth, and the uplifting power of community.
 - Warm, uplifting colours — symbolizing optimism, hope, and a brighter future.
 - The lightbulb’s arcs can also evoke the feeling of a rising hot air balloon, representing possibility, hope, aspiration, and collective elevation.
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Logo Colours

Primary Palette



MVP Yellow	HEX#: FAE619	RGB 250, 230, 25	CMYK 2, 10, 90, 0
MVP Peach	HEX#: FAAD1F	RGB 250, 173, 31	CMYK 2, 32, 88, 0
MVP Orange	HEX#: FF7D00	RGB 255, 125, 0	CMYK 0, 51, 100, 0
MVP Navy	HEX #001847	RGB 0, 24, 71	CMYK 100, 66, 0, 72

- Navy is used for stability, trust, and professionalism — the foundation of the logo’s text.
 - Yellow represents optimism, warmth, and community spirit.
 - Orange is the bridge between warmth and action —call to participate and make change.
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Font:

The logo uses Open Sans for the Mountain View Power part and Montserrat for the tagline.

We recommend using the Montserrat in size 11 for communications, using 85% gray or navy blue for the font.

Brand Values

1. **Community First** — All profits stay local, reinvested where they can have the greatest impact.
 2. **Optimism & Hope** — We believe in a brighter future for everyone in Mountain View County.
 3. **Empowered Change** — When we work together, small contributions can power big transformations.
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Logo Usage

- Do not alter proportions, colours, or orientation.
- The tagline *Powering Your Community* may be used in conjunction with the logo or separately in campaign materials.

